Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (currently amended) A computer-implemented method for managing digital content for a company website on a global basis, including the steps of:

receiving, at a content management application, a request to create updated content for a content page within said company website, wherein said updated content comprises components;

creating said components according to said request;

storing each of said components within a markup language file in a database globally accessible by a reviewer, wherein said components are decoupled from said content page;

routing said components to said reviewer, wherein each of said components is individually routed;

creating an updated content page when each of said components has been authorized, wherein said updated content page does not include said components and comprises content mapping data which includes instructions for mapping said components to said updated content page;

receiving, from a user computer, a request to view said updated content page, ~~wherein said request includes user preferences~~;

retrieving a category tag click count corresponding to an originator of said request, wherein said category tag click count determines user preferences;

retrieving said components according to said user preferences, wherein each of said components includes a category tag corresponding to said user preferences; and,

positioning said retrieved components on said updated content page according to said content mapping data.

2.   (previously presented) The method of claim 1, wherein said markup language file is in the eXtensible Markup Language (XML) format.

3.   (previously presented) The method of claim 1, further comprising translating said markup language file from a eXtensible Markup Language (XML) format to an HTML format for presentation on said company website.

4.   (previously presented) The method of claim 1, wherein storing said components as said markup language file includes storing said markup language file in an extensible database that is platform and software independent.

Claim 5 (cancelled)

6.   (previously presented) The method of claim 1, wherein storing said components as said markup language file includes storing said markup language file, wherein said markup language file is an XML file, in an extensible database that is platform and software independent.

Claims 7-13 (cancelled).

14.   (currently amended) A computer-readable storage medium containing a set of instructions for a general-purpose computer comprising:

 receiving, at a content management application, a request to create updated content for a content page within said company website, wherein said updated content comprises components;

 creating said components according to said request;

 storing each of said components within a markup language file in a database globally accessible by a reviewer, wherein said components are decoupled from said content page;

 routing said components to said reviewer, wherein each of said components is individually routed;

 creating an updated content page when each of said components has been authorized, wherein said updated content page does not include said components and comprises content mapping data which includes instructions for mapping said components to said updated content page;

 receiving, from a user computer, a request to view said updated content page, wherein said request includes user preferences;

 retrieving a category tag click count corresponding to an originator of said request, wherein said category tag click count determines user preferences;

 retrieving said components according to said user preferences, wherein each of said components includes a category tag corresponding to said user preferences; and,

 positioning said retrieved components on said updated content page according to said content mapping data.

15.   (previously presented) The method of claim 1, further comprising translating said markup language file from a first markup language format to a second markup language format for presentation on said company website.

16.   (previously presented) The method of claim 1, wherein said components comprise at least one of: content components, cross-sell components, and navigation components.